

In the claims:

Following is a complete set of claims as amended with this Response.

1-90. (Cancelled)

91. (Currently Amended) A method for managing television program information in an entertainment system comprising:

receiving broadcast television programming from a broadcast source;

presenting a television programming guide to a user, the television programming guide showing a plurality of different television programs on each of a plurality of different television channels, data to support the television programming guide being stored in a location local to the entertainment system;

upon selection of a particular one of the television programs of the television programming guide, presenting television program data about the selected television program;

presenting a multimedia identifier to the user within the television programming guide together with the television program data, the multimedia identifier being associated with further data about the selected television program ;

determining a location of the further television program data corresponding to the multimedia identifier upon the multimedia identifier being selected by the user;

retrieving the further television program data corresponding to the selected multimedia identifier from a location remote from the storage location of the television programming guide and separate from the broadcast source; and

presenting the further television program data to the user at the entertainment system within the television programming guide.

92. (Currently Amended) The method of claim 91, wherein retrieving the further television program data comprises retrieving the further television program data from a remote web server.

93. (Previously Presented) The method of claim 92, further comprising obtaining the television programming guide by the entertainment system from a broadcast source different from the remote web server.

94. (Currently Amended) The method of claim 91, wherein retrieving the further television program data comprises retrieving the further television program data from a component of the entertainment system.

95. (Previously Presented) The method of claim 91, wherein the selected multimedia identifier corresponds to an identifier portion in a record stored in a database at the storage location of the television programming guide.

96. (Currently Amended) The method of claim 95, wherein the further television program data is stored in a location written in a data portion of the record.

97. (Currently Amended) The method of claim 96, wherein retrieving the further television program data comprises retrieving the further television program data at the location written in the data portion of the record.

98. (Previously Presented) The method of claim 96, wherein the storage location of the television programming guide is at the entertainment system and the location written in the data portion of the record is a remote web server.

99. (Currently Amended) The method of claim 91, wherein the further television program data is at least one of text, graphical data, and audio data.

100. (Previously Presented) The method of claim 91, wherein presenting the multimedia identifier comprises presenting the multimedia identifier to the user as a graphical image.

101. (Previously Presented) The method of claim 91, wherein the television programming guide presents the name, and source of the particular television program together with the multimedia identifier.

102. (Currently Amended) The method of claim 91, further comprising presenting a second multimedia identifier to the user within the television programming guide together with the first multimedia identifier, the second multimedia identifier being associated with other ~~further~~ data about the particular television program, the other television program data corresponding to the second multimedia identifier being stored in a database at the storage location of the television programming guide and retrievable from the database upon the second multimedia identifier being selected by the user.

103. (Currently Amended) A machine-readable medium having stored thereon data representing instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving broadcast television programming from a broadcast source;

presenting a television programming guide to a user, the television programming guide showing a plurality of different television programs on each of a plurality of different television channels, data to support the television programming guide being stored in a location local to the entertainment system;

upon selection of a particular one of the television programs of the television programming guide, presenting television program data about the selected television program;

presenting a multimedia identifier to the user within the television programming guide together with the television program data, the multimedia identifier being associated with further data about the selected television program ;

determining a location of the further television program data corresponding to the multimedia identifier upon the multimedia identifier being selected by the user;

retrieving the further television program data corresponding to the selected multimedia identifier from a location remote from the storage location of the television programming guide and separate from the broadcast source; and

presenting the further television program data to the user at the entertainment system within the television programming guide.

104. (Currently Amended) The medium of claim 103, wherein the instructions for retrieving the further television program data comprise instructions for retrieving the further television program data from a remote web server.

105. (Previously Presented) The medium of claim 104, further comprising instructions for obtaining the television programming guide from a broadcast source different from the remote web server.

106. (Currently Amended) The medium of claim 103, wherein the instructions for retrieving the further television program data comprise instructions for retrieving the further television program data from a component of the entertainment system.

107. (Previously Presented) The medium of claim 103, wherein the instructions for presenting the multimedia identifier comprise instructions for presenting the multimedia identifier to the user as a graphical image.

108. (Previously Presented) The medium of claim 103, further comprising instructions for presenting the name, and source of the particular television program together with the multimedia identifier.

109. (Currently Amended) The medium of claim 103, further comprising instructions for presenting a second multimedia identifier to the user within the television programming guide together with the first multimedia identifier, the second multimedia identifier being associated with other ~~further~~ data about the particular television program, the other television program data corresponding to the second multimedia identifier being stored in a database at the storage location of the television programming guide and retrievable from the database upon the second multimedia identifier being selected by the user.

110. (Currently Amended) An apparatus for presenting data associated with a television program in a television programming guide comprising:

a data parser to receive television programming guide data and to reformat it for local storage, the data format including an identifier portion to provide a generic description of the data and a data portion to provide specific information related to the data, the specific information including, for at least a portion of the data, an identification of a remote source, separate from the source of the television programming and the television programming guide data and from which further television program ~~programming guide~~ data is retrievable;

a data engine to receive the reformatted television programming guide data from the parser and store the reformatted television programming guide data in a local database; and

a graphical query interface to access the reformatted television guide programming data stored in the database, to present a television programming guide using the television programming guide data, the television programming guide showing a plurality of different television programs

on each of a plurality of different television channels, upon selection of a particular one of the television programs of the television programming guide, to present television program data about the selected television program together with one or more selectable multimedia identifiers, and to retrieve the further television program ~~programming guide~~ data from the identified remote source, upon selection of a corresponding multimedia identifier.

111. (Previously Presented) The apparatus of claim 110 wherein the data parser is further to receive the television programming guide data from a plurality of different sources in a plurality of different multimedia data formats, and to reformat the television programming data into a unitary data format.

112. (Previously Presented) The apparatus of claim 110 wherein the data parser is further to receive the television programming guide data from the broadcast source only.

113. (Previously Presented) The apparatus of claim 110, wherein the data portion for the at least a portion of the data includes a uniform resource locator (URL) associated with the remote source of the data.

114. (Previously Presented) The apparatus of claim 110, wherein each of the one or more selectable multimedia identifiers is selectable to deliver one of a critique of the entertainment selection to be rendered, a theme song of the entertainment selection to be rendered, and a video clip of the entertainment selection to be rendered.

115. (Previously Presented) The apparatus of Claim 110 wherein the television program data comprises at least one of the name of the show, the time that the show will be broadcast, a list of cast members of the show, a summary of the show, a text biography of a cast member of the show, a web page for the show, a video clip of the show, a theme song of the show, a critique of the show, a magazine article about the show and merchandise related to the show.

116. (Currently Amended) A system controller for an entertainment system comprising:
an audio/video tuner to receive broadcast television programming from a broadcast source;
a data parser to receive television programming guide data from the broadcast source and to reformat it for local storage, the data format including an identifier portion to provide a generic description of the data and a data portion to provide specific information related to the data, the specific information including, for at least a portion of the data, a an identification of a remote source, separate from the broadcast source from which the further television program programming guide data is retrievable;

a data engine to receive the reformatted television programming guide data from the parser and store the reformatted television programming guide data in a local database; and

a graphical query interface to access the reformatted television guide programming data stored in the database, to present a television programming guide using the television programming guide data, the television programming guide showing a plurality of different television programs on each of a plurality of different television channels, upon selection of a particular one of the television programs of the television programming guide, to present television program data about the selected television program together with one or more selectable multimedia identifiers, and to retrieve the further television program programming guide data from the identified remote source, upon selection of a corresponding multimedia identifier.

117. (Previously Presented) The apparatus of claim 116, wherein the data portion for the at least a portion of the data includes a uniform resource locator (URL) associated with the remote source of the data.